

REBRANDING SUCCESS

Survey Findings

The survey was conducted to determine the effectiveness of rebranding as a business strategy and how most organizations approached the process.

MAY 2015

FUELING GROWTH and BRAND IRRELEVANCY

The Leading Reasons for Rebranding

While there are multiple reasons for rebranding, the study found that **“creating opportunity for growth”** is most frequently cited as the rationale followed by **“lost relevancy of the prior brand.”**

Study participants ranked their primary reasons for rebranding as (in order):

- 1** Create opportunity for growth
- 2** Prior brand was no longer relevant
- 3** Sale of company/
New leadership
- 4** Competitive pressures

Rebranding Generates IMPROVED VISIBILITY and SALES

Most organizations surveyed found that rebranding delivered improved visibility, recognition and differentiation with no negative impact on their business. The outcomes of the rebranding efforts were:

- 75%** believe it delivered moderate to significant improved visibility and recognition
- 69%** believe it delivered moderate to significant improvement in differentiation
- 63%** believe it resulted in moderate to significant improved stakeholder and customer engagement
- 75%** believe it resulted in just some or moderate improved sales

INTERNAL CHALLENGES Are the Greatest Obstacles to Rebranding

Rebranding efforts can face many obstacles to their success, and according to survey respondents, most are the internal alignment behind the new brand proposition. The four most common obstacles organizations encountered when rebranding were (in order):

- 1** Engaging the necessary departments internally
- 2** Creating culture change to fulfill new brand promise
- 3** Cost
- 4** Engaging employees behind new brand

EXTERNAL MARKETING ELEMENTS

Most Common Changes In a Rebranding

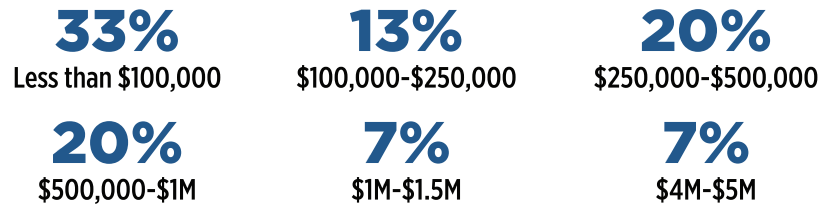
There are many interpretations of what constitutes rebranding. The study identified which tactics organizations most frequently use to redefine and reposition their brand:

- 94%** Changed our brand essence statement
- 94%** Introduced a new graphic identity and guidelines
- 88%** Introduced a new tagline
- 88%** Staged an internal launch event
- 81%** Introduced an entirely new logo
- 75%** Staged an external launch event and public announcement
- 75%** Launched a new external marketing campaign
- 69%** Introduced an entirely new name
- 69%** Conducted internal change management among employees
- 69%** Taught employees new on-brand behaviors
- 63%** Launched an entirely new website
- 56%** Updated mission and vision statements
- 56%** Instituted a culture change
- 44%** Modified existing name
- 38%** Updated corporate/organizational values
- 25%** Modified existing logo

How long did the rebranding process take, from initial commitment to launch?



Please estimate the total financial investment in rebranding specific activities, including any new advertising to communicate the rebranding



About the survey sample: 32 participants in the online study have all rebranded their organization in the last 24 months. They represent such industries as:



What type of outside consulting services did you use to guide your rebranding process?



About Rebranding Experts

Rebranding Experts is the only firm established and purposefully designed to guide organizations successfully through the rebranding process.

REBRANDING EXPERTS

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